

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A method of advertising ~~for use by a Service Provider~~ comprising ~~the steps of:~~

receiving an identification from a video event display system, wherein the identification received from the video event display system comprises information identifying one or more of the video event display system or a user of the video event display system;

providing an advertisement from ~~a plurality of one or more available~~ advertisements to the video event display system for displaying the advertisement on the video event display system;

providing a video event to be displayed on the video event display system; and

displaying the advertisement with the video event on the video event display system ~~while the video event is being displayed on the video event display system.~~

2. (Currently amended) A method of advertising ~~for use by a Service Provider~~ according to claim 1, wherein the advertisement is a static advertisement.

3. (Currently amended) A method of advertising ~~for use by a Service Provider~~ according to claim 1, wherein the advertisement is an animated advertisement.

4. (Currently amended) A method of advertising ~~for use by a Service Provider~~ according to claim 1, wherein the advertisement is displayed in a designated advertising space, the designated advertising space being selected in connection with the video event ~~being displayed on the video event display system.~~

5. (Currently amended) A method of advertising ~~for use by a Service Provider~~ according to claim 4, wherein the designated advertising space is incorporated into the video event ~~being displayed on the video event display system~~.

6. (Currently amended) A method of advertising ~~for use by a Service Provider~~ according to claim 1, wherein the identification received from the video event display system includes information about the video event ~~to be displayed on the video event display system~~

7. (Currently amended) A method of advertising ~~for use by a Service Provider~~ according to claim 6, wherein the advertisement out of the ~~plurality of~~ one or more available advertisements is selected according to specifications provided by the video event ~~to be displayed on the video event display system~~.

8. (Currently amended) A method of advertising ~~for use by a Service Provider~~ according to claim 1, wherein the video event display system comprises either one of set-top box, a gaming console, or a set-top box gaming system.

9. (Currently amended) A storage medium having stored thereon [[in]] data, the data for performing the steps of:

receiving an identification from a video event display system ~~by a Service Provider~~,
wherein the identification received from the video event display system comprises information identifying one or more of the video event display system or a user of the video event display system;

providing an advertisement out of ~~a plurality of~~ one or more available advertisements to the video event display system for displaying the advertisement on the video event display system;

providing a video event to be displayed to the video event display system; and

displaying the advertisement on the video event display system while the video event is being displayed on the video event display system.

10. (Original) A storage medium having stored therein data according to claim 9, wherein the advertisement is a static advertisement.

11. (Original) A storage medium having stored therein data according to claim 9, wherein the advertisement is an animated advertisement.

12. (Currently amended) A storage medium having stored therein data according to claim 9, wherein the data includes data for displaying the advertisement in a designated advertising space, the designated advertising space being selected in connection with the video event being displayed on the video event display system.

13. (Original) A storage medium having stored therein data according to claim 12, wherein the designated advertising space is incorporated into the video event being displayed on the video event display system.

14. (Original) A storage medium having stored therein data according to claim 9, wherein the identification received from the video event display system includes information about the video event being displayed on the video event display system.

15. (Currently amended) A storage medium having stored therein data according to claim 14, wherein the data includes data for performing the step of selecting the advertisement out of the ~~plurality of~~ one or more available advertisements according to specifications provided by the video event being displayed on the video event display system.

16. (Currently amended) A system for advertising ~~for use by a Service Provider~~ comprising ~~the steps of:~~

means for receiving an identification from a video event display system, wherein the identification received from the video event display system comprises information identifying one or more of the video event display system or a user of the video event display system;

means for providing an advertisement from ~~a plurality of~~ one or more available advertisements to the video event display system for displaying the advertisement on the video event display system;

means for providing a video event to be displayed on the video event display system; and

means for displaying the advertisement on the video event display system while the video event is being displayed on the video event display system.

17. (New) A system, comprising:

a computer-readable medium;

one or more processors; and

instructions stored in the computer-readable medium and configured for execution by the one or more processors, the instructions comprising instructions to:

receive an identification from a video event display system, wherein the identification received from the video event display system comprises information identifying one or more of the video event display system or a user of the video event display system;

provide an advertisement from one or more available advertisements to the video event display system for displaying the advertisement on the video event display system;

provide a video event to be displayed on the video event display system; and

display the advertisement with the video event on the video event display system.

18. (New) The system of claim 17, wherein the advertisement is a static advertisement.

19. (New) The system of claim 17, wherein the advertisement is an animated advertisement.

20. (New) The system of claim 17, further comprising instructions to display the advertisement in a designated advertising space, the designated advertising space being selected in connection with the video event.

21. (New) The system of claim 20, wherein the designated advertising space is incorporated into the video event.

22. (New) The system of claim 17, wherein the identification received from the video event display system includes information about the video event.

23. (New) The system of claim 17, wherein the video event is a single-user game, a multi-player game, or a movie.

24. (New) The method of claim 1, wherein the video event is a single-user game, a multi-player game, or a movie.

25. (New) The storage medium of claim 9, wherein the video event is a single-user game, a multi-player game, or a movie.